Claims:

1. Identification means, said identification means including a first identification portion in the form of one or more images, characters and/or text and wherein a second identification portion is removably located with at least a part of said first identification portion to at least partially mask the first identification portion until said second identification portion has been removed therefrom, said second identification portion also being in the form of one or more images, characters and/or text.

2. Identification means according to claim 1 wherein the first identification portion includes data of a secure or confidential nature.

3. Identification means according to claim 1 wherein the second identification portion is provided in overlapping relationship with said first identification portion.

4. Identification means according to claim 1 wherein the combination of said first and said second identification portions forms a further one or more images, characters and/or text different to said first and second identification portions.

5. Identification means according to claim 1 wherein the second identification portion is formed from an abradable material which is irreversibly removable from the first identification portion.

6. Identification means according to claim 1 wherein the second identification portion is located with a whole or substantial part of said first identification portion.

7. Identification means according to claim 1 wherein the second identification portion is provided under or below the first identification portion.

8. Identification means according to claim 1 wherein the second identification portion is provided on top of or above the first identification portion.

9. Identification means according to claim 1 wherein the second identification portion is different in appearance to the first identification portion.

10. Identification means according to claim 1 wherein at least one further removable portion or coating is applied over at least a part of said first and/or second identification portions.

11. Identification means according to claim 10 wherein the at least one further removable portion or coating is applied to a whole of substantial part of said first and second identification portions.

12. Identification means according to claim 10 wherein the further removable portion includes one or more layers of abradable material.

13. Identification means according to claim 10 wherein at least a third identification portion is provided on the further removable portion.

14. Identification means according to claim 13 wherein the third identification portion is visible to a user viewing the identification means.

15.   Identification means according to claim 13 wherein the third identification portion relates to or is associated with one or more images, characters and/or text provided on the identification means.

16.   Identification means according to claim 15 wherein the one or more images, characters and/or text are separate to and/or independent of said first and/or second identification portions.

17.   Identification means according to claim 13 wherein the third identification portion is formed from abradable material.

18.   Identification means according to claim 1 wherein the identification means are any of a carrier, telephone card, promotional game, ticket, pin card, label, scratch card, brand protection process or lottery ticket.

19.   Identification means according to claim 1 wherein the identification means is provided with attachment means for attaching the same to an article.

20.   Identification means according to claim 19 wherein the attachment means includes an adhesive provided thereon.

21.   Identification means according to claim 1 wherein the first identification portion is printed onto the identification means.

22.   Identification means according to claim 1 wherein at least the first and second identification portions are

applied to the identification means substantially simultaneously during manufacture.

23.   Identification means according to claim 1 wherein a holographic image is provided on said identification means.

24.   Identification means according to claim 1 wherein the first identification portion includes a resin containing material.

25.   Identification means according to claim 1 wherein the second identification portion includes a resin and wax containing material.

26.   Identification means according to claim 10 wherein the further removable portion includes a wax containing material.

27.   A method of manufacturing identification means, said method including the steps of providing a first identification portion on a base member, providing a second identification on the base member to cover at least a part of said first identification portion, said first and second identification portions in the form of one or more images, characters and/or text, the first identification portion being masked, at least in part, by said second identification portion until said second identification portion is removed therefrom.

28.   A method of allowing a user to verify the authenticity of identification means, said identification means including a first identification portion in the form of one or more images, characters and/or text and a

second identification portion removably located with at least a part of said first identification portion to at least partially mask the first identification portion until said second identification portion has been removed therefrom, said second identification portion also being in the form of one or more images, characters and/or text, said method including the steps of a user removing said second identification portion to reveal the data in said first identification portion, the user contacting database means and providing the first identification portion data to said database means, said database means checking the revealed first identification portion data against known data and providing confirmation to the user that the identification means is authentic if the revealed first identification portion data matches said known data.